

# Arkansas Insurance Department

Mike Beebe  
Governor



Julie Benafield Bowman  
Commissioner

November 7, 2007

TO: ALL PRODUCERS AND INSURERS MARKETING MEDICARE ADVANTAGE, MEDICARE PART D, MEDICARE SUPPLEMENT, AND OTHER INTERESTED PARTIES

RE: REMINDER OF ARKANSAS SUITABILITY REQUIREMENTS

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The Arkansas Insurance Department has certain suitability guidelines that must be met when selling insurance products in Arkansas. Failure to meet the guidelines while marketing insurance or Medicare products could result in a producer's license being sanctioned or terminated. [Directive 1-2006](#), which clarifies some of these requirements, has been enclosed for your convenience. *All insurers are required to furnish this Directive to all of their Arkansas resident and non-resident appointed producers to ensure compliance during the 2007 enrollment period.*

If you or your producers have any questions related to Directive 1-2006, please contact the Legal Division at (501) 371-2820.

Very truly yours,

A handwritten signature in black ink that reads "Julie Benafield Bowman". The signature is written in a cursive style.

Julie Benafield Bowman  
Insurance Commissioner

JBB/zac/mc

Enclosure: [Directive 1-2006](#)